

## EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	79	(select or selecting) same (store or vendor or retailer) same (coverage near area)	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/28 11:28
L2	0	((select or selecting) same (store or vendor or retailer) same (coverage near area)) and (advert\$ near10 campaign)	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/28 11:29
L3	26205	(coverage near area) or (target near4 zone) and (advert\$ near10 campaign)	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/28 11:29
L4	78	((coverage near area) or (target near4 zone)) and (advert\$ near10 campaign)	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/28 11:41
L5	16	"4643301".pn. or "4717021".pn. or "4947989".pn. or "5316145".pn. or "5544748".pn. or "5772028".pn. or "5992888".pn. or "6092699".pn.	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/28 12:27
L6	2	"5992888".pn.	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/28 13:22
L7	3920	705/14.ccls.	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/28 13:22
L8	137	206/83.ccls.	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/28 13:22
S1	2	"6,754,636".pn.	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/21 17:20

## EAST Search History

S4	2	"5155591".pn.	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/26 15:48
S6	1	"20060212904"	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/27 17:26
S7	345	hertz and (geographic near4 location)	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/27 18:23
S8	178	hertz and (geographic near4 location) and mobile	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/27 18:23
S9	81	hertz and (geographic near4 location) and mobile and profile	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/27 18:32
S10	2	"6571279".pn.	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/27 19:06
S11	1	(target\$ near4 advert\$) and demographic and (video near4 rental) and (printed near5 advert\$) and (coverage near5 (area or zone)) and (target\$ near4 customer)	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/27 19:09
S12	1	(target\$ near4 advert\$) and demographic and (printed near5 advert\$) and (coverage near5 (area or zone)) and (target\$ near4 customer)	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/27 19:10
S13	12	(target\$ near4 advert\$) and demographic and (coverage near5 (area or zone)) and (target\$ near4 customer)	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/27 19:34
S14	71	(target\$ near4 advert\$) and ((store or vendor) near10 (geographic near3 location))	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/27 19:45

## EAST Search History

S15	0	(target\$ near4 advert\$) and ((store or vendor) near10 (geographic near3 location)) and (print? near4 advert\$)	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/27 19:46
S16	38	(target\$ near4 advert\$) and ((store or vendor) near10 (geographic near3 location)) and print\$	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/27 19:46
S17	36	(target\$ near4 advert\$) and ((store or vendor) near10 (geographic near3 location)) and print\$ and demographic	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/27 20:18
S18	68	(video near3 rental) and (target\$ near3 advert\$)	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/27 20:25
S19	126	((printing or print or printed) near10 advert\$) and (coverage near3 area)	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/27 20:27
S20	0	((printing or print or printed) near10 advert\$) and (desired near10 coverage near3 area)	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/27 20:27
S21	6	((printing or print or printed) near10 advert\$) and (coverage near3 area) and (proximity same (vendor or store))	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/27 20:28
S22	10	((printing or print or printed) near10 advert\$) and ((proximity same (vendor or store)) near4 location)	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/27 20:30
S23	491	(target\$ near3 advert\$) same (zip near4 code)	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/27 20:31
S24	79	((target\$ near3 advert\$) same (zip near4 code)) and ((store or vendor) near4 location)	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/27 20:32

## EAST Search History

S25	1999	((insert\$ or attach\$) near4 advert\$) and (CD-Rom or CD or DVD or tapes)	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/27 20:33
S26	96	((insert\$ or attach\$) near4 advert\$) and (CD-Rom or CD or DVD or tapes) and enclosure	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/27 20:36
S27	3887	demographic and printed and media	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/27 20:36
S28	2411	demographic and printed and media and advert\$	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/27 20:36
S29	100	demographic and printed and media and advert\$ and (video near3 rental)	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/27 20:37
S30	37	demographic and printed and media and advert\$ and (video near3 rental) and blockbuster	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/27 20:41
S31	39	inserting same advert\$ same tapes	US-PGPUB; USPAT; EPO; DERWENT; IBM_TDB	OR	ON	2006/09/27 20:42